(chap. iv). A simple application of the statistician's law of averages will enable the business man to perform experiments analogous to those of the chemist and the physicist. He can send out a series of test letters and analyze the response with scientific accuracy.

From first to last here is a plea for the application of scientific laboratory methods to the problem of distribution. "The engineer does not choose material for a bridge by building a bridge of the material and waiting to see whether it stands. He first tests the material in the laboratory. That is what the business man must do" (p. 10).

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Inventors and Money-Makers. By F. W. TAUSSIG. New York: Macmillan, 1915. 8vo, pp. 138. $1.00.

There is a widespread interest in character analysis. It is evinced in a number of fields, notably in industry, education, and criminology. These fields are calling upon psychology to lend its principles and methods to the task of interpreting human behavior and measuring human capacities. In recognition of this general interest in character analysis Professor Taussig offers this little volume wherein he attempts to analyze two important types—the inventor and the money-maker. The book contains the substance of a series of lectures at Brown University.

The subject is frankly limited to the place occupied by the instincts in determining the behavior of these types. The author proposes the doctrine that men are led to invent and to make money because of the residence within them of spontaneous impulses to activity. He stoutly opposes the doctrine that hedonistic factors initiate these industrial activities. True, pleasantness and unpleasantness may be present, but these factors represent something added by experience. The instinct in its pristine form is inherently blind.

In the analysis of inventive genius the author recognizes a mixture of many motives, but affirms that the chief motive power is an innate spontaneous tendency to activity which, for want of a better term, he calls the instinct of contrivance. After showing the manifestations of this in the individual inventor, the author relates the instinct to such economic situations as minute partition of labor, wages system, and limitation of output as practiced by labor unions. He concludes that these conditions are inimical to the free and healthful exercise of the instinct of contrivance and tend to smother it. Doubts may be entertained as to the validity of Professor Taussig's pessimistic note for two

reasons. First, if the instinct is so imperious and is the result of remote inheritance, there is little likelihood that it can be damaged by such environmental influences. The second argument is of a factual nature and consists in the fact that modern industry provides opportunity for invention as never before. Organized efforts to foster it are being made by governments, corporate bodies, and private enterprise. Furthermore, the fields in which it may be exercised are more diversified than ever before. Lastly, the rewards are greater. These observations should allay the fears entertained by Professor Taussig. Further encouraging facts would doubtless be brought to light by a statistical comparison between past and present inventors.

The author uses the experience of the typical successful business man as the source for his analysis of money-making. He recognizes as instinctive tendencies contrivance, acquisition, domination, emulation, and sympathy. In dealing with instincts there is great danger of failing to distinguish between those kinds of behavior that are typically hereditary and those that are acquired. The author recognizes this danger and is fairly successful in avoiding it. Nevertheless he falls into the trap when he seeks to explain why the money-maker who already has more than a competence still persists in money-making activities. The author ascribes this to the influence of the instinct of domination. Most psychologists would probably attribute it to habit. The particular occupational activity, after many years of repetition, becomes ingrained as a habit and carries itself along without any impulsive striving such as accompanies instinctive action.

The book is written in charming style and contains enough illustrative material from biography to maintain interest and to vivify the arguments. It should furnish the model for similar analyses of types and should be stimulative of further efforts to show the relations between psychology and economics.

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The Trust Problem. By Edward Dana Durand. Cambridge: Harvard University Press, 1915. 8vo, pp. 145. $1.00 net.

This volume is of modest size, containing a series of lectures reprinted from the *Quarterly Journal of Economics*, with an appendix exhibiting the texts of the Sherman law and of the acts of 1914, and pertinent extracts from other laws.

The book is not a general treatise, but condenses into small compass a strong and well-rounded argument in favor of persisting in the present policy